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**Sinopsis**

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This book prepares today's business people to compete and manage domestic and international diversity in an increasingly multinational business arena.

The Nature of Intercultural Communication; Universal Systems; Contrasting Cultural Values; Cultural Shock; Language; Oral and Nonverbal Communication Patterns; Written Communication; Global Etiquette; Business and Social Customs; Intercultural Negotiation Process; Intercultural Negotiation Components; Laws Affecting International Business and Travel

A good reference work for anyone who works internationally.